

CLEAN ENERGY DOORKNOCK GUIDE

GOALS

To speak with persuadable voters about clean energy, listen to their perspectives and show that:

1. Clean energy brings our bills down
2. Parties' policies on clean energy will affect our bills
3. We can choose lower bills through clean energy at the election

AND to ask if they will sign the pledge to vote for clean energy (+ any other relevant ask).

THE STORY WE'RE TELLING - note that this is context, not something to recite

VALUES: Every Victorian deserves to live in a home that's warm in winter and cool in summer – without breaking the bank on energy bills.

VILLAIN: Gas corporations have rigged our energy system to work for them, not for us. When gas prices go up because of war overseas, we pay more and they pocket huge profits. The Liberal-National Coalition and One Nation plan to rely on expensive gas and coal, and delay the cheaper, cleaner energy that we can make right here in Victoria. This will drive our energy bills even higher.

VICTORY: More clean energy in our electricity grid is the fastest way to bring prices down. We know this because it's already happening - nearly half of our electricity now comes from cheap solar and wind made right here in Victoria. We need to elect a government that keeps the momentum going on clean energy.

VISION: With cheaper bills, healthier homes and an economy boosted by locally made clean energy, every Victorian can thrive.

CONVERSATION TIPS

Do	Don't
Ask questions and listen	Argue
Follow up on questions to get specific experiences	Miss opportunities to hear stories
Acknowledge feelings and concerns	Make judgements
Find a point of connection – shared experience or concerns	Rely heavily on facts
Lead with cost-of-living: lower bills, control and protection from price shocks	Lead with climate when cost-of-living is the dominant concern
Ground everything in hope - the solutions are proven and already working	Use 'everything is at stake' arguments, or imply difficulty or sacrifice
Name the real cause of rising bills: Profit-seeking by energy companies, international price shocks, old coal power stations breaking down	
Use 'our sun and wind' framing - Australia's natural advantage, energy no one can cut off	
Draw a clear contrast between the two paths at the election	
Reference real savings: \$449 per household per year less if we avoid Coalition and One Nation's plans	
The most effective conversations happen when the person feels like they're genuinely being heard. Connection is worth far more than facts.	

CONVERSATION TRACKER

Address	1-10 before	1-10 after	Stories or important notes from convo	Follow up required? Pledged? Yard sign?

NUMBER OF KNOCKS TOTAL (tally):

NUMBER OF MEANINGFUL INTERACTIONS (tally):

CONVERSATION GUIDE

Open – develop a connection and a commitment to discuss the topic

“Hi, I’m volunteering with [Environment Victoria] and we're having conversations with our neighbours about energy affordability and what we can do about it. “

“Can I have a conversation with you about that?”

“Have you noticed your energy bills going up?”

Test - gauge their opinion on affordable clean energy

“You might have seen that over a number of years more and more of our electricity is being made from solar and wind, with batteries to store energy. You might have also seen petrol and gas prices go up during COVID and in response to wars overseas.”

“On a scale of 1-10, how much do you agree with the following statement?:

More clean energy from wind and solar will bring energy bills down”

1	2	3	4	5	6	7	8	9	10
Disagree			<-- Somewhat agree-->				Agree-->		

Relate / contrast – state your answer to that scale question

"OK great, thank you! I personally would answer ... on that scale, which is why I'm out here volunteering and speaking to the neighbourhood. [So it's nice to hear that we have some common ground here] OR [So it's interesting that we have differing views on this, and I'm really keen to explore that with you]"

"Can you tell me more about why you picked that number?"

Dig – seek personal stories which relate to the issue (bulk of the conversation!)

Ask questions like:

“Do you have solar on your roof” / “Does anyone you know or any of your neighbours have solar?”

“Do you think rooftop solar is bringing down the cost of electricity?”

“How have the recent petrol and diesel price increases affected you?” / “Are you worried about what might happen to fuel prices in the near future?”

“After Russia's invasion of Ukraine in 2022, average Australian power bills rose by around \$400 a year, and during that time Australian gas companies made close to \$100 billion in windfall profits. How do you feel about corporations making large profits at times like that?”

“Did you know that Victoria has been building loads of solar and wind over the past decade, and now actually has the cheapest wholesale electricity price of any state? This is because electricity from wind and solar is about half the price of electricity made from coal and gas. Would you support building more local wind and solar if it brought your bills down?”

Listen closely, ask curious questions to move beyond opinion and into experience and story.

Do you have any points of agreement? Emphasise where you agree.

Test – gauge if their opinion has changed

Note that you don't need to test again if they started as a 9 or 10, and they are really engaged with the conversation. Instead, just reflect what stories you've heard them say and then ask them to commit (next step)

"I'm hearing that you care about energy affordability. I heard you say ... [summarise]."

"I'm wondering if this conversation has been helpful or has shifted anything for you? If we go back to the scale of 1 to 10 now, how much do you agree with the following statement?:

More clean energy from wind and solar will bring energy bills down"

1	2	3	4	5	6	7	8	9	10
Disagree			<-- Somewhat agree-->				Agree-->		

Note (and celebrate) any positive changes

Pivot to election

"This conversation has been really interesting for me. I'm passionate about the potential for clean energy made here to lower our bills. I think this state election coming up in November is a great opportunity for us to make sure that, whoever the next government is, that they commit to delivering more wind, more solar and cheaper bills."

Ask - will they pledge to vote for cheaper bills this election?

"Our volunteers have been out talking to election candidates and asking them to commit to exactly that – more clean energy – and one thing that would help us convince them to do that is if you sign a pledge to say that you would vote for the candidate or party that delivers clean energy and lower bills."

"If you sign the pledge, we would tell those candidates, "This many people from the neighbourhood have pledged", and we'd also send you an email closer to the election with updated information on which candidates have agreed to our asks."

"Will you sign the pledge?"

Follow up ask – yard sign

Thank them for their time and wish them a lovely day!